

# DEALER PRINCIPAL

## Zurich Celebrates 100 Years Serving Auto Dealers

### **Risk insights:**

High tech auto theft

### **Innovation:**

Zurich Online Claims launch

The Amended FTC Safeguard rule:  
What you need to know

### **F&I Corner:**

Why Buy Here programs  
set dealerships apart



## Editor's Letter

---

Dear Leader,

January 2022 officially marked the 100th anniversary of Zurich's service to auto dealers. For more than a century we've worked alongside dealers to understand their needs, aspirations, opportunities, and challenges. In this issue, you'll hear from customers and Zurich employees about the ways we continue the tradition of helping dealers evolve and thrive in this dynamic industry.

Our feature story outlines what you need to know about the recently amended FTC Safeguards Rule, including what has changed, the risk to dealers, and the urgency for compliance. In this issue we also share F&I selling strategies, highlighting the opportunity dealerships can create with a well-planned, well-executed Why Buy Here strategy. And our article, High Tech Auto Theft, provides risk management insights to help understand and mitigate this exposure.

The recent NADA Expo was once again a huge success! It was great to see so many familiar faces and celebrate our 100-year milestone in person. See some of the highlights from the show in this issue.

Building on 100 years of experience, we're excited about the future and remain steadfast in our commitment to the success of your dealership.

Thank you for your partnership! Here's to another remarkable 100 years!

Regards,



Vince Santivasi  
Head of Direct Markets  
Zurich North America

## Table of contents

---

Direct Markets Celebrates 100 Years	4
FTC Amended Safeguards Rule	10
NADA EXPO 2022	14
Innovation: Zurich Online Claims	18
F&I Corner: Why Buy Here programs	20
Risk Insights: High Tech Auto Theft	22



# Direct Markets Celebrates 100 Years

## Zurich recognizes 100 years of service to the auto industry



# 100 years serving the auto industry

Marking 100 years serving auto dealerships across the United States, Zurich looks back on a century's worth of milestones with a keen lens focused on the future. Launched in 1922 as Universal Underwriters in Kansas City, Missouri, the company began by providing fire insurance to 85 auto dealers. It was acquired by Zurich in 1981 and today the company is one of the nation's leading providers of Property and Casualty (P&C) insurance and Finance and Insurance (F&I) solutions for auto dealers.

“It is exciting to think about how much automotive history we as a company have witnessed firsthand,” said Vince Santivasi, Head of Direct Markets, Zurich North America. “As the auto industry has evolved, so too have the needs of auto dealerships. We have developed new and innovative products and services over the past 100 years and are proud to have been – and continue to be – evolving along with our auto dealer customers as new needs emerge.”

As part of the 100 years of service celebration, Zurich has created a historical timeline that marks key moments that showcase its journey. A few highlights include: The 1933 presentation – the first of many – at the National Automobile Dealers Association on loss prevention. In 1968, Zurich became the first insurance company to introduce a single package policy that offered monthly premium billing for automobile dealerships, Unicovertm. It began offering vehicle service contracts and income development services for auto dealers in 1984; and in 2021 – a sign of the times – Zurich launched a suite of vehicle protection products for electric vehicles.

Zurich employees are marking the 100-year milestone by giving back to communities in 100 ways by completing 100 Acts of Caring throughout the year, volunteering and making financial contributions in the communities where they live and work.

To kick off the “Acts of Caring,” celebration, Zurich is sponsoring a home for a future resident within Eden Village of Kansas City, a planned, gated tiny home community that will provide a “dignified place for homeless persons off the streets and into a home where they can thrive.” Zurich’s support for the development of the home comes from a combination of a corporate donation and individual employee donations as part of the “Acts of Caring” initiative.

“Our investment in Eden Village of Kansas City is in honor of Zurich’s 100 years of service to auto dealers – service that began in Kansas City,” added Santivasi. “Helping to build and sustain our communities is as important today as it was 100 years ago. This is one way we look forward to our next 100 years and contributing to the communities where we live and work.”



## 1900-1949

- 1922** Universal Underwriters founded; by the end of 1923, **986 dealerships** of one major auto manufacturer were insured in 15 states 
- 1933** Universal Underwriters expands scope of business to include **dealerships of all brands**
- 1948** Gross Written Premium reaches **\$3,000,000** 
- 1949** Universal Underwriters Insurance Company (UUIC) formed to offer **liability coverage** 

Our focus now is on the road ahead – to our next 100 years of service, innovation, and sustainability.



# 100 years serving the auto industry



## 1950-1999

**1965** Universal Underwriters Life Insurance Company (UULIC) formed to offer **life insurance and F&I products**

**1968** Universal Underwriters Group develops and launches the **first commercial single package policy for auto industry** – Unicover®



**1977** Gross Written Premium reaches **\$100,000,000**



**1982** Universal Underwriters Group is purchased by Zurich American Insurance Company



**1984** Universal Underwriters Service Corporation (UUSC) formed to **offer vehicle service contracts and income development services**

**1984** Zurich began **writing auto rental policies** through acquisition of Empire Fire and Marine



**1997** Universal Underwriters celebrates **75 years** serving the automotive industry; Gross Written Premium reaches **\$581,000,000**



## 2000-2019

**2007** After **26 years** of Zurich ownership, Universal Underwriters adopts the Zurich name and becomes **Zurich Direct Markets**



**2010** Zurich in North America celebrates **100 years** of insuring America

Zurich Direct Markets launches Field Accelerated Success Track (**FAST**) **Mentoring Program** to promote a culture of excellence

**2013** Zurich's Unicover Transformation project moves Zurich Direct Markets onto Zurich platforms



**2015** Zurich launches digital innovation commitment with **illuminate mobile app**, the next generation in F&I presentation technology



**2015** Zurich F&I portfolio tops **\$1 billion** in Gross Written Premium



**2018** Zurich launches The Zurich Advantage, a suite of value-added products and services, to help dealers maximize F&I profit opportunities **beyond the confines of the dealership**



## 2020-2022

**2021** Zurich launches suite of vehicle protection products for **Electric Vehicles**

**2021** Zurich leverages **40+ years** of product warranty experience through our vehicle protection products and expands into the additional market segments to **diversify portfolio for long-term sustainability**



**2021** **Zurich Direct Markets becomes a standalone business unit** to better align with customer needs

**2022** Zurich Insurance Group celebrates **150 years** of insuring customers in global and local markets



**Zurich Direct Markets celebrates 100 years serving auto dealers**

# Zurich employees celebrate, look back on 100 years



#Zurichproud Susan Crewz, Cathy Cashen, Angela Newman, Mandy Keenan, at a Corporate Challenge event in the 90's, and a lunch reunion in 2021. Still all Zurich employees!

# Customer perspectives on Direct Markets 100 years



**Veronica "Ronni" McNeill**  
Divisional Business Manager  
47 years of service

I've been with Zurich for 47 years. I've had a lot of different experiences and have been in several different departments. When I was in a department called Typesetting, I was responsible for typing the Unicover® policy. At that same time, F&I was just getting started. There were only 4 employees in the F&I department at that time, now, the department is huge. It has been incredible to see a business grow from a start-up into a thriving, very successful and important part of Zurich's business.

I've stayed at Zurich for 47 years because I really believe this is where I was meant to be. It's been an awesome ride! I raised my family while working here, my two daughters are both doctors now. Direct Markets enabled me to do everything I needed to do to raise my family and I've loved it here. Direct Markets is family.



**Bruce Shea**  
Regional Producer  
Philadelphia Office  
40 years of service

When I started with the company in 1982, Universal Underwriters was very well-respected among dealers. I'm proud to say 40 years later, it's one of the most respected in the industry. That's a great accomplishment!



**Marie Knight**  
Head of Strategic Services  
27 years of service

One of Direct Markets' greatest accomplishments over the years has been our growth in F&I. When I first started with the company, we were barely known as an F&I provider and now we have grown to be a truly dominant force. That combined with the quality of our people, and the way that we deliver for our customers, really makes Zurich Direct Markets who we are.



**Kristie Davis**  
Senior Forms designer  
45 years of service

I think Direct Markets' greatest accomplishment has been the development of specialized products for auto dealers, from our single package Unicover® policy to vehicle service contracts, cyber liability, and now protection products for electric vehicles.



**Keith Tanny**  
Assistant Vice President  
Mega Acquisition Development  
26 years of service

I consider Zurich Direct Markets an extension of my family, in fact, I have colleagues at Direct Markets I've known longer than I've had children. We've evolved and really grown together, and as an organization, we've always excelled.



**Steve Cline**  
Assistant Vice President  
Senior Business Development  
Training Consultant  
34 years of service

Zurich Direct Markets is a very specialized insurance company that prides itself on being the best, hiring the best people and doing everything they can to take care of their customers. In my experience, Direct Markets places priority on putting the customer first. They do a good job of taking care of both employees and customers.



**Paula Stutheit**  
Assistant Vice President  
Mega Account Support Team  
35 years of service

My hope for Direct Markets over the next 100 years is that we continue to listen closely to our customers, the things that are important to them and the challenges they face. I hope we continue to evolve alongside customers and develop products and services to meet the needs of both dealers and consumers.



**Todd Kaminski**  
Head of Business Development  
29 years of service

I'd like to see Direct Markets continue to remain open to change and willing to adapt. Not just to stay ahead of our competition but to thrive. Who knows, maybe in the next 100 years we'll launch F-VSCs – Flying Vehicle Service Contracts. Keep moving forward, innovating for the future!



**Marisa Shockley**  
Vice President - Shockley Honda  
Frederick, Maryland  
50 year customer

We've been with Zurich almost entire time we've been in business, and we're getting ready to celebrate our 50th anniversary, so we've been with Zurich for nearly 50 years! We began with garage liability and as the relationship grew, we got into finance and insurance. Our relationship with Zurich is a partnership. We value the quality of the company and especially the people. They work alongside our people, and I tell you, we couldn't be happier. A few years back we wanted to make some big changes in our dealership -- Zurich completely supported our vision, and together we transformed the way we do business. I credit the Zurich team with helping us make that dream a reality.



**Jim Melton**  
Owner - Melton Motor Company  
Belleville, Kansas  
Customer since 1944

We started with Universal Underwriters in 1944 and we've been with Universal, or Zurich, every year but one. Zurich has all of our inventory, new and used, and all of our property. The service they've provided all these years has been tremendous. They know the dealership business inside and out. In 1973 a fire burned down our body shop and Zurich was right there the next day taking care of us. They were so professional. They've always been there when we've needed them all these years.



**Alan Starling**  
Owner - Starling Automotive Group  
Orlando, Florida  
30+ year customer

My father made the decision to use Universal Underwriters for his garage liability coverage, then in the late 80s/early 90s we started doing business with Zurich. My kids got involved in the business and we really started growing. We went from 3 dealerships to 4, then to 5, then 6, and from my father's original 13 employees, we now are working with about 600 associates in our 6 dealerships. Zurich has provided so much experience and offered excellent guidance to us through the years. It's a multi-generational relationship that has really come into its own in the last 15 or 20 years. It is a true partnership. I'm not sure we could have done what we've done without our relationship with Zurich.



**Greg Balasco**  
Owner - Lakeland Auto Mall  
Lakeland, Florida  
Customer since 2008

I bought Lakeland Auto mall in 2008 and came with a 15-year relationship with another provider. I intended to move Lakeland's business from Zurich, the existing provider -- however, the prior owner who is a friend I respect dearly, asked if I would give Marie Knight and the Zurich team a 6-month window before I made a transition. Here we are 14 years later and Zurich has helped us move the needle tremendously, in PVR, with retention with finance managers, and with our CSI and finance for our customers. Zurich is always in-tune to what's happening with the market, they stay ahead, help keep us looking down the road, and help us anticipate what's coming. It's been a great relationship. Other than buying Lakeland Auto mall, the best decision I made was retaining Zurich.

# Amended FTC Safeguards Rule: What you need to know

The Federal Trade Commission (FTC) issued amendments to the Safeguards Rule on October 27, 2021, strengthening data and information security requirements for financial institutions. The amendments include a substantial number of new and expanded requirements that financial institutions, including dealerships, must satisfy to meet their information security obligations.

The Amended Rule requires financial institutions under FTC jurisdiction to have measures in place to satisfy the Rule by December 9, 2022. In addition to developing their own safeguards, companies covered by the Rule are responsible for taking steps to ensure that their affiliates and service providers also safeguard customer information in their care.



### What has changed

The Amended Rule modifies the current flexible approach to data security by mandating a list of requirements that all financial institutions must meet, regardless of their size or the types or scope of customer data they maintain.

For a dealership to comply with the Amended Rule, they must take each of the steps and actions as outlined.

In addition, dealers are responsible for ensuring vendors who access any customer data also comply with these same requirements, and monitor and audit their performance for compliance. If a dealership is unable to manage vendor compliance, the FTC has said that the dealer may no longer engage that vendor!



### Risks

What is at stake for dealers who don't comply goes beyond fines and reputational damage. Noncompliance can put the business itself in jeopardy.

#### Liability for deceptive trade practice

Dealerships that do not comply with the Safeguards Rule can be liable for deceptive trade practices. While an individual may not sue a dealership for violating the Safeguard Rule (i.e., there is no private cause of action: the law can only be enforced by the federal government), a violation of the Safeguards Rule is considered a deceptive trade practice, and an individual may sue a dealership for deceptive trade practices.

Importantly, there are state law requirements to notify victims of identity theft. If you have a breach, you must notify all victims, increasing the likelihood, if not guaranteeing, that you will get sued.

#### Banks might not buy your paper

There is debate over whether or not a car dealership is a service provider, as defined under the Rule. If dealers are service providers and they do not demonstrate that they are complying with the Safeguards Rule, banks who are independently covered by the Safeguards Rule may not buy the dealership's paper.

Even if dealerships are not considered service providers under the Rule, banks are already sending out dealer agreement addenda stating if the dealership does not follow the Safeguards Rule they will not buy your paper.

## Amended FTC Safeguards Rule *Continued*

### Compliance Services

Jim Ganther is President of Mosaic Compliance Services. He is an attorney and author of *Compliance For Green Peas (and Old Dogs Who Think They Know it All)*. Mosaic helps dealers establish a compliance culture within their dealerships, providing legal training, materials, resources, and tools. Mosaic has also developed a comprehensive Safeguards solution to help dealers meet their obligations under the Rule.

In partnership with Zurich, Mosaic provides Zurich customers and employees ongoing compliance training and education.

The road to compliance with the amended Safeguards Rule can seem overwhelming. Jim provides his perspective on the first, most urgent steps:

#### Where do I begin?

The updated Safeguards Rule adds many important tasks and subtasks to the original Rule. While it is mandatory that all of the tasks be completed – and documented – by December 9, 2022, there is no requirement that they are accomplished in any particular order. So where should you begin?

The obvious first task would be to designate the dealership's Qualified Individual. Note that the Rule requires an "individual," not individuals. There must be one person in charge of your overall Safeguards effort. That person may be the "Program Coordinator" the original Rule required, or someone else. It is critical that the person have significant authority within the dealership to implement change and ensure compliance. How far up the chain of authority the Qualified Individual is tells everyone how seriously the dealership takes the Safeguards Rule.

One more thought about the Qualified Individual: the qualification is that the person can oversee the Safeguards Program, not the ability to personally perform all of the technical functions necessary to come into compliance. The duties of a Qualified Individual may be subcontracted to a thirdparty; the responsibility of seeing that those duties are performed may not.

Once the Qualified Individual is designated, the next step should be to begin the process of overseeing your Service Providers. Service Providers are those individuals or companies that gain access to your customers' personal information in the course of performing services for your dealership. The definitions of "nonpublic personal information" and "personally identifiable financial information" that must be protected are quite broad, so it is best practice to assume any customer information should be protected.

How to "oversee" your Service Providers is described in NADA's A Dealer Guide to the FTC Safeguards Rule starting on page 22. Why is it so important to begin this process immediately? Because the FTC makes it clear that you cannot do business with Service Providers that don't demonstrate compliance with the Rule. As a practical matter, that means you need to start looking for vendors that can, to replace those that cannot, well before the December 9, 2022, enforcement deadline.

#### Resources

The NADA Dealer Guide to the FTC Safeguards Rule provides in-depth examination of the Rule and its requirements, helping dealers understand the scope of the law, their risks and responsibilities.

1. NADA Amended Final Safeguards Rule Preliminary FAQs, November 5, 2021.



# Results Driven by Zurich



## The Zurich Advantage program.

Backed by the strength of a global organization, we embrace the opportunity to inspire the growth and success of our dealer customers. We are focused on driving technology and services that can keep your business evolving and thriving in a dynamic industry.

Bring Zurich's innovation to your dealership.

Visit [www.zurichna.com/automotive](http://www.zurichna.com/automotive).

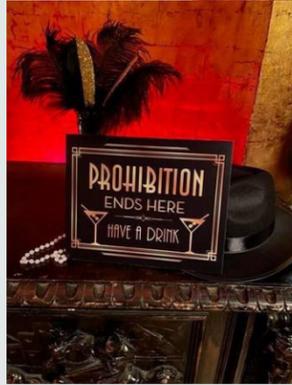


NADA EXPO 2022

# NADA EXPO 2022

It was great to see so many customers in person at NADA this year, and to celebrate our 100-year milestone with you!

Thank you for making our '20s themed celebration such a success.



## NADA EXPO 2022 *Continued*

We demonstrated some of the latest programs, services, and products at the show, including:

- All-New Electric Vehicle Service Contracts
- Recently launched Service Advisor Training Certification program
- Enhanced Digital Consumer Marketing
- Our NEW Zurich Online Claims platform
- Plus, live demos of Zurich University and F&I Online



# Zurich Online Claims

Improving experiences through digital transformation

Zurich Online Claims (ZOC) is an end-to-end claim submission platform that combines technology and data integration to deliver a real-time, streamlined, 24/7- accessible claims submission experience.

ZOC's digital interface provides a more efficient and intuitive claim entry process, with users having the flexibility to complete claims at their convenience and pause the submission without losing progress, freeing service personnel up to handle other tasks and work with customers.

Pre-populated contract information improves speed, dropdowns and data lookups increase accuracy, integrated data reduces manual input. Claims can be submitted 24/7 and a live chat feature is available for quick help or questions.

ZOC also provides end-to-end claim tracking and real-time, at-a-glance status views, ensuring service departments have complete oversight at all times.

Early adopters of the platform have described it as, "intuitive", "easy to use", "efficient" and "an enhancement to the traditional phone submission claims process."

The ZOC platform is available for all mechanical and tire and wheel claims. To learn more, contact the F&I Customer Service Center at 888-805-1594 or F&I.customer.service@zurichna.com.

## ZOC delivers a streamlined experience

### Quick Wins

- ✓ Claims can be submitted 24/7/365
- ✓ Status can be reviewed any time, quickly and easily
- ✓ Fast and easy submission to payment
- ✓ Live Chat for quick questions

### Flexibility

- ✓ Claim submission can be completed at your convenience, even after hours
- ✓ Pause online submission without losing your progress
- ✓ Eliminate hold times during peak hours

### Time Savings / Improved Efficiency

- ✓ Uses My Account Portal (same as Zurich Maintenance Automate Claims)
- ✓ Pre-populated contract information and forms
- ✓ Dropdowns and data lookups increase accuracy
- ✓ Claims decisions are sent electronically
- ✓ Dedicated digital Claims team handles claims while you focus on your customers
- ✓ Missing or forgotten information can be added



# Get in the passing lane with Zurich

Zurich is the engine that turbocharges your F&I results. Our agility, experienced team, innovative mind-set, and industry knowledge accelerate your evolution and drive you toward a bright future.

Let Zurich accelerate your growth and protect your legacy.

[zurichna.com/dealer](http://zurichna.com/dealer)



# Why Buy Here programs, A Big Win for your Dealership

Digital retailing continues to gain in popularity among both dealers and car buyers, offering convenient, flexible shopping and buying experiences that consumers expect, while enabling dealers to reach customers whenever and wherever they want to buy. However, the expanded access that digital retailing enables means more customers are shopping outside their local area to find the make and model vehicle they desire, creating the need to develop a compelling value proposition that sets you apart from other dealerships.

Michael Naim, Zurich Area F&I Manager, said, "Dealers need to offer something that makes them unique and gives them a competitive advantage. Today's consumer expects a superior experience and greater value, the dealer who can present a better overall buying experience, coupled with a value package that stands out, will sell more cars and generate more gross profit. Let's be even more clear, you need to give customers a compelling reason to buy from you or you'll become obsolete."

Savvy dealers are increasingly looking for programs and solutions that truly set them apart. 'We're open on Saturdays', or 'we're 3rd generation' leaves dealers in a field of sameness. Saying you offer a great experience in the dealership by offering free coffee, shuttle service, or free Wi-fi is no longer enough.

Naim says, "There is tremendous value for the dealership in offering a Why Buy Here program. First, the program differentiates you. Packaging products and wrapping them around a vehicle can create a much more compelling proposition for customers. Beyond that, these programs drive business back to your dealership for service. Finally, the premium dollars associated with the cost of the products become part of your reinsurance portfolio, generating additional profit. It is often quite eye-opening for customers when they see how these programs can shift the cost of marketing and advertisement dollars to create income and become part of their reinsurance portfolio. These programs, when well-designed and executed, can drive so much value and profit to the bottom line."

The strategy can also support circumstances where a vehicle is priced above MSRP. "Demand for new vehicles is outpacing supply such that cars are regularly sold above MSRP. Even though market conditions are dictating the pricing, selling above MSRP has the potential to be problematic. Offering a robust package of services that are included with the vehicle can add tangible value," Naim said.

## A compelling Why Buy Here strategy should include:

- Products and services with tangible value to consumers
- Value exceeds cost
- An implementation and training plan to ingrain the Why Buy Here into the dealerships' culture ensuring its success in driving sales results
- Retention components that drive customers back to your dealership for service and purchase of their next vehicle

## The components of Why Buy Here programs can include:

- Lifetime Engine Warranty (low cost/low exposure/high returns in reinsurance portfolio)
- Basic maintenance (oil changes and tire rotations)
- 1-year environmental protection plan
- A dealer provided limited warranty
  - If pre-owned, the vehicle might come with six-month or one-year comprehensive warranty



## Advantages of a strong Why Buy Here program:

- Sets you apart
- Drives business back to your dealership
- The products in the package become part of your reinsurance program
- Shifts the cost of marketing and advertising dollars into your own company as income
- Helps with retention



# High Tech Auto Theft

By Daryl Allegree, CSP, ARM  
Zurich Resilience Solutions | Risk Engineering



According to the U.S. Department of Justice, vehicle thefts were up 11.8% from 2019 to 2020\* and the trend appears to have continued during 2021. The global pandemic may be contributing to the increase in thefts. According to David Glawe, President and CEO of the National Insurance Crime Bureau, “there is high demand for used vehicles, and low supply. That makes for a perfect storm for increased crime”.

The New York Police Department and New York Attorney General announced a successful conclusion to their investigation dubbed ‘Operation Master Key’. An auto theft ring responsible for over 225 vehicle thefts was taken down and 10 suspects were charged with multiple crimes. The Commissioner of the NYPD said, “This was a complex, high-tech operation that sought to weaponize every hidden vulnerability in the automotive industry, from creating keys based on bootleg code lists, to altering computer settings, to creating a mill that furnished false registrations for altered VINs.

Technology has been a boon to automakers and consumers. Everything from adaptive cruise control, to automated emergency braking and forward collision warning systems, have made the driving experience better, and safer. However, advancements in technology can have a downside. Keyless entry and ignitions are very convenient for drivers, and maybe equally convenient for thieves. In many cases it’s extremely easy to access a vehicle. If the driver inadvertently leaves the key fob inside the car, someone can just walk right up, open the door, and drive off. In other cases, the thieves must be clever and well equipped.

### High Tech Theft

Today’s car thieves need help to overcome and defeat vehicle security systems. ‘Relay attacks’ take advantage of vulnerabilities in keyless entry systems. Two thieves work in tandem using devices that pick up the key fob signal from inside a building, and then amplify it. One person stands next to a building (make ready or detail shop for example) and their device picks up a key fob signal from inside. That signal is amplified and then relayed to the second individual who’s standing by the vehicle’s car door with another device. The vehicle thinks the key fob is there, so the door can be opened, and the ignition activated.

A second, high-tech method is gaining in popularity due to improved vehicle security systems – it is much more difficult to steal a car without a key/fob. On-Board Diagnostics (OBD) ports are being exploited by thieves to access vehicle ignition systems. They use force to break windows and enter the vehicle to link up with the OBD port, then connect a professional grade programming tool to the port and “program” a new key fob.

Both the tools and key fobs are readily available on the internet or can be stolen from legitimate users like locksmiths or auto service facilities. Once the new fob is programmed the thieves fire up the engine and drive off with their prize.

### An ounce of prevention

So, what can dealerships and consumers do to protect their vehicles? Layered security is the best option for auto dealers. Seal the lot perimeter using fencing, gates, blockers and natural terrain features like ditches and trees. Installing active video monitoring systems that include motion-activated cameras and are monitored 24/7 offers excellent protection. High value and targeted inventory should be stored inside or in other protected areas.

#### Other security options include:

- Lock the doors and take the keys
- Equip all buildings with alarm systems that are monitored by a central station
- Install an OBD lock to prevent thieves from accessing the port
- Use a steering wheel lock as a mechanical deterrent
- Install an immobilizer or other aftermarket anti-theft system
- Aftermarket alarm systems in addition to the OEM product
- GPS asset tracking systems to alert dealership personnel whenever the vehicle moves and provide geo-fencing features
- Store keys in Faraday Bags or sealed metal containers to block key fobs from transmitting codes outside the building

Eventually, manufacturers will need to address vulnerabilities in keyless systems and come up with solutions to protect vehicle owners. Dealers should consult with local law enforcement to determine which vehicles (or manufacturers) are being targeted in their region. If specific vehicles are being stolen, add an extra layer or two of security to those vehicles. Many cities have vehicle anti-theft task forces or similar units that may be a good source of information and can offer additional prevention strategies.

Zurich

1299 Zurich Way, Schaumburg, Illinois 60196-1056  
800 382 2150 [www.zurichna.com](http://www.zurichna.com)

---

The information in this publication was compiled from sources believed to be reliable for informational purposes only. All sample policies and procedures herein should serve as a guideline, which you can use to create your own policies and procedures. We trust that you will customize these samples to reflect your own operations and believe that these samples may serve as a helpful platform for this endeavor. Any and all information contained herein is not intended to constitute advice (particularly not legal advice). Accordingly, persons requiring advice should consult independent advisors when developing programs and policies. We do not guarantee the accuracy of this information or any results and further assume no liability in connection with this publication and sample policies and procedures, including any information, methods or safety suggestions contained herein. We undertake no obligation to publicly update or revise any of this information, whether to reflect new information, future developments, events or circumstances or otherwise. Moreover, Zurich reminds you that this cannot be assumed to contain every acceptable safety and compliance procedure or that additional procedures might not be appropriate under the circumstances. The subject matter of this publication is not tied to any specific insurance product nor will adopting these policies and procedures ensure coverage under any insurance policy.

©2022 Zurich American Insurance Company

